

Message Text

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PAGE 01 THE HA 01940 080746Z
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00
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R 071511Z APR 78
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 2399
USDOC WASHDC
AMEMBASSY PARIS

UNCLAS THE HAGUE 1940

USDOC PLEASE CALL PETER FIELD, EXTENSION 5373, IMMEDIATELY ON
RECEIPT

PARIS FOR USTC

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: SECURITY 79, UTRECHT, OCTOBER 15-19 1979

1. DURING MEETING OF CMM FILE AND COMMERCIAL COUNSELOR HARARY
WITH J. VAN PUTTEN, MANAGER, FOREIGN DEPARTMENT, ROYAL NETHERLANDS
INDUSTRIES FAIR, UTRECHT, ON APRIL 4, WE TOOK UP THE QUESTION
OF OUR PARTICIPATION WITH A PRODUCT EXHIBITION AT SUBJECT FAIR
AT THE SUGGESTION OF MR. FIELD. THE FACT THAT WE STARTED OUR
DISCUSSIONS WELL AHEAD OF THE EVENT GAVE US A DISTINCT
ADVANTAGE AND WE WERE ABLE TO NEGOTIATE WHAT WE CONSIDER A
VERY FAVORABLE ARRANGEMENT.

2. VAN PUTTEN AGREED TO MAKE AVAILABLE TO US AN OVERALL SPACE
OF ABOUT 1,300 SQUARE METERS AT A PRIME LOCATION ON THE MAIN
AISLE OF THE HALL FOR A TOTAL RENTAL OF \$30,000. THE DUTCH
GUILDER HAS CONTINUED TO GAIN STRENGTH ON THE DOLLAR.
BECAUSE THE ABOVE WE FELT THAT IT WAS USG INTEREST TO HAVE A
QUOTATION IN DOLLARS.
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3. THE CHOICE OF THE HALL AND ITS CONFIGURATION HAVE NOT YET
BEEN DECIDED FOR SECURITY '79. THEREFORE, IT WAS AGREED THAT
WE WILL HAVE FIRST CHOICE ONCE THESE ARRANGEMENTS ARE COMPLETED.

4. VAN PUTTEN INDICATED THAT THE RENTAL COST FOR SECURITY '79
WILL PROBABLY BE HFL. 100 PER SQUARE METER. BASED ON THE

ABOVE AND THE CURRENT RATE OF THE GUILDER (HFL. 2.15-\$1),
WE ARE PAYING A TOTAL FEE FOR LESS THAN HALF THE ACQUIRED
SPACE OF 1,300 SQUARE METERS.

5. AT COMMERCIAL COUNSELOR'S REQUEST, VAN PUTTEN CONFIRMED
THE ABOVE ARRANGEMENT BY TELEX, THE TEXT OF WHICH FOLLOWS:
BEGIN TEXT: WE ARE PLEASED WITH THE INTENTION IN PRINCIPLE
OF THE U.S. GOVERNMENT TO PARTICIPATE IN SECURITY '79.
AS PER OUR DISCUSSION OF YESTERDAY, APRIL 4, 1978, WE ARE PLEASED
TO CONFIRM THAT WE WILL ALLOCATE FOR THE U.S. GOVERNMENT
PAVILION AT SECURITY '79, OCTOBER 15-19, OVERALL SPACE OF ABOUT
1,300 SQUARE METERS ON THE MAIN AISLE OF THE HALL, AS ONE
BLOCK THAT COULD BE USED IN ITS TOTALITY FOR THE PAVILION.
THE TOTAL RENTAL FOR THIS SPACE WILL BE 30,000 U.S. DOLLARS.
PAYMENT IN TWO INSTALMENTS, THE FIRST BEFORE THE END OF SEPTEMBER
1979
AND THE SECOND IN OCTOBER 1979.
AS SOON AS OUR PLANS FOR SECURITY '79 ARE COMPLETED WE WILL
CONTACT YOU FOR THE EXACT LOCATION OF THE U.S. GOVERNMENT
PAVILION. END QUOTE.

6. ACTION REQUESTED. WE WOULD APPRECIATE RECEIVING AS SOON
AS POSSIBLE USDOC AUTHORIZATION TO INFORM THE FAIR MANAGEMENT
OF USDOC DECISION TO PARTICIPATE IN SECURITY '79.
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